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By: Elmer Galbi

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JS135 U.S. PTO
09/31/24 16
08/11/99

Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir:

Transmitted herewith for filing is the following new patent application:

Inventors: Jonathan Dorfman

Title: EASILY MODIFIABLE TAG FOR INTERNET ADVERTISING

Attorney Docket Reference: EWG-087

Enclosed are:

- 1) A specification of the invention including four (6) sheets of drawings
- 2) A preliminary amendment
- 3) A small entity form.
- 4) A signed Assignment of the invention including a cover sheet
- 5) A signed Declaration by the Inventor
- 6) A return addressed postcard for filing notification
- 7) A Power of Attorney

A check for \$503.00 (EWG-#2707) is enclosed to cover the filing fee calculated as follows:

Base Filing Fee (small entity)-----	\$385.00
Extra claims -----	\$78.090
Assignment Recording Fee -----	\$ 40.00
Total Filing Fee -----	\$503.00

Please charge any deficiency in the enclosed fee (or credit any overpayment) to Deposit account 500,433 which is in the name of Elmer Galbi.

Please direct all correspondence to:

Elmer Galbi, Esq.
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Respectfully submitted,

Elmer Galbi

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667780 " 07422650

CLAIM OF SMALL ENTITY STATUS

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS (37 CFR 1.9(f) and 1.27(c) - SMALL BUSINESS CONCERN

I hereby declare that I am an official empowered to act on behalf of the small business concern identified below:

NAME OF CONCERN: FLYCAST COMMUNICATIONS CORP.

ADDRESS OF CONCERN: 181 Fremont Street, Suite #102,
San Francisco, CA 94105

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees under Section 41(a) and (b) of Title 35, United States Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third-party or parties controls or has the power to control both.

I hereby declare that the rights under contract or law have been conveyed, to and remain with the small business concern identified above with regard to the invention:

Entitled: EASILY MODIFIABLE MACRO TAG FOR INTERNET ADVERTISING

By inventor: Jonathan Dorfman

Docket: EWG-087

described in the specification filed herewith.

No rights to the invention are held by any person who could not qualify as a small business concern under 37 CFR 1.9(d) or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

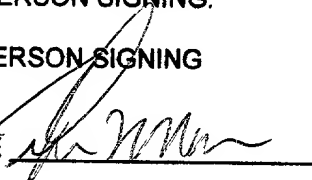
I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small business entity is no longer appropriate. (37 CFR 1.28(b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING: Thomas L. Marcus

TITLE OF PERSON SIGNING : Vice President

SIGNATURE



DATE:

9/6/99

09372416-081199

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application:

Application filed herewith

Inventor(s) : Jonathan Dorfman

Title: Easily Modifiable Tag for Internet Advertising

Docket: EWG-087

Date: August 11, 1999

Preliminary Amendment

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Please amend the application filed herewith as follows:

In the specifications:

page 2, line 29 change "a overall" to -- an overall --

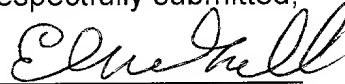
page 4, line 24 change "Header" to -- header--

In the claims:

claim 5 line 29, change "direct" to -- directed --

claim 10 line 19 change "user's" to -- users --

Respectfully submitted,



Elmer Galbi, Reg. No. 19,761

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Easily Modifiable Macro Tag for Internet Advertising

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Field of the Invention:

The present invention relates to the internet and more particularly to systems and methods for displaying advertisements when web pages are viewed.

Background of the Invention:

Web browsers such as Microsoft's "Internet Explorer™" and Netscape's "Navigator™", provide a mechanism for viewing web pages that are located on the World Wide Web. Such web pages often include advertisements. Such advertisements can be stored as part of a web page; however, typically they are not stored as part of a web page. Instead advertisements are provided by linking to a separate server (i.e. an advertisement server) using a system such as that shown in Figure 1A.

Figure 1A illustrates a system that includes a conventional web site 10, a conventional user site 11 and an advertising server 12. Web site 10 includes a web page 10a. User site 11 includes a display 11a and a web browser 11b, and advertising server 12 includes an advertisement 12a. The web page 11b is illustrated in Figure 1B. It includes a series of HTML (Hyper Text Markup Language) statements and a link statement 10u which has the URL (Uniform Resource Locator) address of advertisement 12a. When browser 10b receives and processes the URL statements in web page 10a, it retrieves and displays the advertisement 12a as directed by the link statement 10u.

While one simple link statement such as 10u might operate satisfactorily for a very simple advertisement, in general in order to properly display relatively complex advertisements in a wide variety of browsers, the number and complexity of the statements needed in web page 10a increases. Furthermore, as new browsers (or more likely new versions of old

Figure 5 is a block diagram of the operations performed by the instructions in a macro tag which implements the preferred embodiment of the present invention.

Figure 6 is an overall diagram of a second embodiment of the present invention.

Description of Preferred Embodiment:

An overall schematic diagram of a preferred embodiment of the invention is shown in Figure 2. The embodiment includes four computers 20, 21, 22 and 23, that are interconnected via the internet. The data flow between the computers is indicated by the arrows between the various units. It should be understood that from a physical point of view, each of the computers has a conventional connection to an ISP (Internet Service Provider) and the ISP sends addressed messages to and from each of the computers using conventional internet HTTP (Hypertext Transfer Protocol). The arrows in Figure 2 therefore represent logical data flow paths rather than physical connections.

Computer 21 is a conventional computer which has access to the internet. It includes a display 21a and a browser 21b. Browser 21b can be any one of the conventional, commercially available and widely used browser programs such as the Internet Explorer™ browser available from Microsoft Corporation or the Netscape Navigator™ browser available from America On-line Corporation. Computer 20 represents a conventional internet web site which includes a web page 20a that can be accessed via the internet.

It is noted that computer 20 is meant to illustrate a representative web site. Likewise computer 21 is meant to illustrate a representative user's client site. The World Wide Web includes many thousands of user client sites and many web sites such as site 20. A practical commercially viable implementation of the invention would include hundreds if not thousands of web sites 20 which have web pages which have the characteristics described below relative to web page 20a. Thus, user's site 21 and web site 20 are meant to be illustrative of many such sites on the internet.

Computer 22 is a web server that has stored therein advertisements (e.g. a gif-images or Java applets) which are displayed in various web pages when an advertisement is accessed with an appropriate URL. Computer 23 is a web server that includes a Javascript file 23a which can be accessed via an appropriate URL. Computer 23 is referred to as a

Figure 5 is a block diagram that illustrates the structure and content of Javascript file 23a. First a number of variables are set depending upon the type and version of the browser that is executing the file (block 51). Next a special function named "FlycastSuppressError" is defined and executed if a particular type of browser is being user by the user (block 52). A function named "FlycastDeliverAd" is defined (block 53). Finally the advertisement is displayed in response to a number of conditional statements which are dependent upon the type of browser being used by the user (block 54)

The HTML in macro tag 41 is given in attached Appendix A and the Javascript in file 23a is given in attached Appendix B. While the code given in the appendices is self explanatory to those skilled in the art, the following explanation is given to further facilitate an understanding of the code. It should be noted that HTML code is subject to copyright protection. The copyright owner has no objection to the facsimile reproduction by any-one of the patent document or the patent disclosure, as it appears in the Patent and Trademark Office patent file or records, but otherwise reserves all copyright rights whatsoever. Duplication of the copyrighted material as part of a non-patent document is prohibited. Creation of derivative works is prohibited.

The macro tag 41 begins with the definition and setting of two sets of values. The fist set of values is established by the system operator of web site 20. These variable are:

```
FlycastSite      = SITE_NAME
FlycastPage      = PAGE_NAME
FlycastWidth     = 468;
FlycastHeight    = 60;
FlycastNewAd     = true;
```

The first two values specify the site and page identifying the web page 20a for later operations in the program. The next two values establish the size of the advertisement. The variable FlycastNewAd is used to control multiple ads. For example if one page has three advertisements, this is set to "true" or "false" to indicate if the same advertisement is to appear three times or if there are to be three different advertisements on the page.

The second set of values in macro tag 41 are preset by the company that is handling the advertising. They are:

```
FlycastLoaded      = false;
FlycastKeyword     = "";
FlycastVersion     = 2.0;
```

The variables FlycastLoaded and FlycastKeyword are used during the execution of the program. The third variable is used to identify the version of the macro tag. Next the function FlycastNoScriptSrc is defined. This function is used to display the advertisement under certain conditions which are explained below.

The body of the HTML is used to display the advertisement in a manner consistent with the particular type of browser that is being utilized by the user. Three major types of browsers are accommodated as follows:

Type 1: Browsers that do not understand Script (i.e. do not support the <SCRIPT>-tag)

Type 2: Browsers that understand Script but which do not understand the SRC attribute which specifies the location of an external script (i.e. do not support the <SCRIPT SRC>-tag).

Type 3: Browsers which understand Script and the SRC attribute.

There are four possible actions that can be taken or executed. The four possible actions are:

Action A: (which is defined in the Javascript file 23a which is named

```
<SCRIPT SRC="http://jeeves.flycast.com/FlycastUniversal/FlycastUniversal.js"
LANGUAGE="JAVASCRIPT"></SCRIPT>
<SCRIPT LANGUAGE="JAVASCRIPT">
```

Action B1:

```
if (FlycastLoaded)    FlycastDeliverAd();
```

Action B2:

```
else                  FlycastNoScriptSrc();
```

Action C:

```
<NOSCRIPT><A target=_top HREF="http://adex3.flycast.com/server  
/click/SITE_NAME/PAGE_NAME/123"><IMG SRC="http://adex3.flycast.com/server  
/ad/SITE_NAME/PAGE_NAME/123" border=0 width=468  
height=60></A></NOSCRIPT>
```

The following table indicates which actions are taken for which type of browsers.

Type of Browser	Type 1	Type 2	Type 3
Action A	No	No	Yes
Action B1	No	No	Yes
Action B2	No	YES	No
Action C	YES	No	No

The Javascript file 23a begins by setting a couple of variables which are used to determine if it has been successfully invoked by the <SCRIPT SRC>-tag. These variables are:

```
FlycastLoaded          = true;  
FlycastDeliverAdExecuted = false;
```

Next some variables are set depending upon what type of browser is being used by the user. These variables are:

```
FlycastFoundMSIE    = navigator.userAgent.indexOf("MSIE") >= 0;  
FlycastFoundMSIE2   = navigator.userAgent.indexOf("MSIE2") >= 0 ||  
navigator.userAgent.indexOf("MSIE 2") >= 0;  
FlycastFoundMSIE3   = navigator.userAgent.indexOf("MSIE 3") >= 0;  
  
FlycastFoundNN       = navigator.userAgent.indexOf("Mozilla/") >= 0 &&  
!FlycastFoundMSIE;  
FlycastFoundNN2      = navigator.userAgent.indexOf("Mozilla/2.") >= 0 &&  
!FlycastFoundMSIE;  
FlycastFoundNN3      = navigator.userAgent.indexOf("Mozilla/3.") >= 0 &&  
!FlycastFoundMSIE;
```

Next a test is made to determine if the Browser being used is Netscape Version 3. If it is found that the browser is Netscape Version 3, the "windows.onerror" variable is set to a function which reloads the page rather than displaying an error message. The following code performs this operation when it detects a Netscape Version 3 browser.

```
function Flycst SuppressError(){
    window.location.reload();
}
if (FlycastFoundNN3) {
    window.onerror = FlycastSuppressError;
}
```

Next the function FlycastDeliverAd() is defined as follows. It is noted that this function includes code which creates a random number that is used to defeat caching by the browser.

```
function FlycastDeliverAd () {
    if (FlycastDeliverAdExecuted) {
        return;
    }
    FlycastAdServer = "http://adex3.flycast.com/server ";
    FlycastNow = new Date();

    //concoct random number to defeat caching
    if (FlycastNewAd) {
        FlycastRandom = FlycastNow.getTime();
        FlycastRandom = FlycastRandom % 1000;
    }
}
```

Next the advertisement is displayed in one of three ways depending upon the characteristics of the browser that is being used. This is accomplished by the following code:

```
//Note: order is important
if (FlycastFoundMSIE2) {
```

```

1      document.write('<A HREF=' + FlycastAdServer + '/click' +
2      FlycastSiteInfo + '><img src=' + FlycastAdServer + '/ad' + FlycastSiteInfo + '
3      scrolling="no" marginwidth=0 marginheight=0 frameborder=0 vspace=0 hspace=0
4      width=' + FlycastWidth + ' height=' + FlycastHeight + '></A>');
5      }
6
7      else if (FlycastFoundMSIE3) {
8          document.write('<IFRAME SRC=' + FlycastAdServer + '/iframe' +
9      FlycastSiteInfo + ' scrolling="no" marginwidth=0 marginheight=0 frameborder=0
10     vspace=0 hspace=0 width=' + FlycastWidth + ' height=' + FlycastHeight +
11     '></IFRAME>');
12     }
13
14     else {
15         document.write('<S' + 'CRIPT SRC=' + FlycastAdServer + '/js' +
16     FlycastSiteInfo + ' LANGUAGE="JAVASCRIPT"></S' + 'CRIPT>');
17     }
18     FlycastDeliverAdExecuted = true;
19 }
20
21 //calling a function defined in a <S_CRIPT S_RC=..> from the HTML causes NN3 to
22 display the text between <S_CRIPT>..</S_CRIPT>
23 if (FlycastFoundNN3 && FlycastPrintTag) {
24     FlycastDeliverAd();
25 }

```

With the present invention, as new browser versions become available or as when bugs are found in browsers that cause advertisements to be displayed improperly, the Javascript in file 23a can be changed. Changing the macro tag in web page 20a is much more difficult because there are typically many web pages that include the same macro tag as that in web page 20a.

It should be noted that advertisement 22a does not constitute a single fixed advertisement. Advertisement 22a could be a specific fixed advertisement; however, in a typical

commercial system, the particular advertisement 22a which is delivered in response to a request from browser 21b is determined by many factors.

The following two co-pending US patent applications which are assigned to the assignee of the present invention describe systems which determine which particular advertisement to provide in response to a request from a user's browser. The two applications are co-pending application serial number 08/787,979 filed January 22, 1997 entitled "Internet Advertising System" and co-pending application serial number 09/216,206 filed December 18, 1998 entitled "Optimized Internet Advertising Using History to Select Sites". The techniques described in the above referenced applications can be used with the present invention. The entire specification from the above referenced co-pending applications are incorporated herein in their entirety by reference.

An alternative embodiment of the present invention which illustrates another feature of the present invention is shown in Figure 6. With the second embodiment of the invention, the Javascript file 23a-2 includes a link to a second server 61. This second link can be used for a variety of purposes. It is important to note that by incorporating a change into one single file 23a-2 each time a browser initiates a link to any site that has macro tag 41 in a web page, a link will be made to server 61.

One example of how such a function could be used is in order to test new systems. If server 61 were a new replacement for advertising web server 22, it could be tested in a real word internet environment using the technique illustrated in figure 6. Instead of returning an advertisement in response to a call from a browser, in such a system, server 61 would merely return an empty image.

While the invention has been shown and described with respect to preferred embodiments thereof, it should be understood that various other changes in form and detail can be made without departing from the spirit and scope of the invention. The scope of the applicant's invention is limited only by the appended claims.

Appendix A:

```

1  Append A:
2
3  <!-- Begin Flycast Ad Copyright ©1998 Flycast Communications. -->
4  <SCRIPT LANGUAGE="JAVASCRIPT">
5  <!--
6  /***** following is configured by site *****/
7      FlycastSite      = "SITE_NAME";
8      FlycastPage      = "PAGE_NAME";
9      FlycastWidth     = 468;
10     FlycastHeight    = 60;
11     FlycastNewAd      = true;      //used for multiple ads
12
13     /***** following must not be changed *****/
14     FlycastLoaded     = false;
15     FlycastKeyword    = ""; //used dynamically by cgi-script for keyword
16     FlycastVersion    = 2.0;
17     function FlycastNoScriptSrc() {
18         if ((navigator.userAgent.indexOf("Mozilla/2.") >= 0) &&
19         !(navigator.userAgent.indexOf("MSIE") >= 0)) return;
20         FlycastRandom  = (new Date()).getTime() % 1000;
21         document.write('<I' + 'FRAME
22 SRC="http://adex3.flycast.com/server/iframe/' + FlycastSite + '/' +
23 FlycastPage + '/' + FlycastRandom + '" scrolling="no" marginwidth=0
24 marginheight=0 frameborder=0 vspace=0 hspace=0 width=' + FlycastWidth + '
25 height=' + FlycastHeight + '>');
26         document.write('<A target=_top
27 HREF="http://adex3.flycast.com/server/click/' + FlycastSite + '/' +
28 FlycastPage + '/' + FlycastRandom + '">');
29         document.write('<I' + 'MG
30 SRC="http://adex3.flycast.com/server/ad/' + FlycastSite + '/' +
31 FlycastPage + '/' + FlycastRandom + '" border=0 width=' + FlycastWidth + '
32 height=' + FlycastHeight + '>');
33         document.write('</A></IFRAME>');
34     }
35     //-->
36 </SCRIPT>
37 <!-- End Flycast Ad Header Copyright ©1998 Flycast Communications. All
38 rights reserved. Patent Pending -->
39 </HEAD>
40 ....
41 <BODY>
42
43 <SCRIPT SRC="http://js.flycast.com/FlycastUniversal.js"
44 LANGUAGE="JAVASCRIPT"></SCRIPT>
45 <SCRIPT LANGUAGE="JAVASCRIPT">
46 <!--
47     if (FlycastLoaded)      FlycastDeliverAd();
48     else                    FlycastNoScriptSrc();
49     //-->
50 </SCRIPT>
51 <NOSCRIPT>
52 <A target=_top
53 HREF="http://adex3.flycast.com/server/click/SITE_NAME/PAGE_NAME/123">

```

1 <IMG SRC="http://adex3.flycast.com/server/ad/SITE_NAME/PAGE_NAME/123"
2 border=0 width=468 height=60>
3 </NOSCRIPT>
4 <!--End Flycast Ad Copyright 1998 Flycast Communications. All rights
5 reserved. Patent Pending -->
6

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06 FEB 90 09:42:50

Appendix B:

// Copyright 1998 Flycast Communications.

//

// Version 2.3

```

FlycastLoaded          = true;
FlycastDeliverAdExecuted = false;
FlycastFoundMSIE       = navigator.userAgent.indexOf("MSIE") >= 0;
FlycastFoundMSIE2      = navigator.userAgent.indexOf("MSIE2") >= 0 ||
navigator.userAgent.indexOf("MSIE 2") >= 0;
FlycastFoundMSIE3      = navigator.userAgent.indexOf("MSIE 3") >= 0;
FlycastFoundNN         = navigator.userAgent.indexOf("Mozilla/") >= 0 &&
!FlycastFoundMSIE;
FlycastFoundNN2        = navigator.userAgent.indexOf("Mozilla/2.") >= 0
&& !FlycastFoundMSIE;
FlycastFoundNN3        = navigator.userAgent.indexOf("Mozilla/3.") >= 0
&& !FlycastFoundMSIE;

function FlycastSuppressError() {
    window.location.reload();
    return true;
}

if (FlycastFoundNN3) {
    window.onerror = FlycastSuppressError;
}

function FlycastDeliverAd () {
    if (FlycastDeliverAdExecuted) {
        return;
    }
    FlycastAdServer = "http://adex3.flycast.com/server ";
    FlycastNow      = new Date();

    //concoct random number to defeat caching
    if (FlycastNewAd) {
        FlycastRandom = FlycastNow.getTime();
        FlycastRandom = FlycastRandom % 1000;
    }

    //provides info on site (for bidding) and random number (for cache-
    defeating)
    FlycastSiteInfo = "/" + FlycastSite + "/" + FlycastPage +
    "/" + FlycastRandom;
    if (FlycastVersion >= 2.0) {
        FlycastSiteInfo += "?" + FlycastKeyword;
    }

    if (FlycastFoundMSIE2) {
        document.write('<A HREF="' + FlycastAdServer + '/click' +
        FlycastSiteInfo + '"><img src="' + FlycastAdServer + '/ad' +
        FlycastSiteInfo + '" scrolling="no" marginwidth=0 marginheight=0

```



```

1  frameborder=0 vspace=0 hspace=0 width=' + FlycastWidth + ' height=' +
2  FlycastHeight + '></A>');
3  }
4      else if (FlycastFoundMSIE3) {
5          document.write('<IFRAME SRC="' + FlycastAdServer + '/iframe' +
6  FlycastSiteInfo + '" scrolling="no" marginwidth=0 marginheight=0
7  frameborder=0 vspace=0 hspace=0 width=' + FlycastWidth + ' height=' +
8  FlycastHeight + '></IFRAME>');
9      }
10     else {
11         document.write('<S' + 'CRIPT SRC="' + FlycastAdServer + '/js'
12 + FlycastSiteInfo + '" LANGUAGE="JAVASCRIPT"></S' + 'CRIPT>');
13     }
14     FlycastDeliverAdExecuted      = true;
15 }
16
17 //calling a function defined in a <S_CRIPT S_RC=...> from the HTML causes
18 NN3 to display the text between <S_CRIPT>...</S_CRIPT>
19 if (FlycastFoundNN3 && FlycastPrintTag) {
20     FlycastDeliverAd();
21 }
22
23
24
25

```

1 I claim:

2
3 1) A system for displaying advertisements comprising:

4 a web browser which can retrieve files, interpret Javascript, and display web pages,
5 a first internet server which includes a web page that includes an advertising macro tag,
6 a second internet server which includes a Javascript file,
7 an advertisement server which provides advertisements in response to links from said
8 browser,
9 said macro tag including a link to said second internet server,
10 said Javascript file including a link to said advertisement server,
11 whereby said Javascript file is executed and an advertisement is displayed each time said
12 web browser accesses said web page.

13
14 2) The system recited in claims 1 wherein said macro tag has commands to access said
15 advertisement server if said web browser does not have the capability of executing
16 Javascript.

17
18 3) A system recited in claim 1 wherein said web pages contain HTML code

19
20 4) A method of linking to an advertisement server from a web page,
21 including on said web page a macro tag with a link to a file on a command server, said file
22 including Javascript commands which link to said advertisement server, whereby
23 advertisements called for by said macro tag are displayed.

24
25 5) A system which includes browsers which link to a web pages, comprising
26 a command server which includes a command file with links to an advertisement server,
27 said web pages including macro tags which direct browsers to retrieve said command file
28 on said command server,
29 whereby said browsers are direct to retrieve advertisements from said advertisement server
30 when they access a web page.

6) A system for displaying an advertisements on a user's computer in response to commands in a macro tag on a web page which is accessed by an internet browser on said user's computer, said system comprising,
a first server with a file that contains a series of commands that can be executed by said browser,
a second server that contains said advertisement,
a link to said file in said macro tag,
a link to said second server in said file,
whereby when said macro tag is executed by said browser, said file is retrieved and said link in said file is executed to retrieve said advertisement and to display said advertisement on said user's computer.

7) The system recited in claim 6 wherein said file contains Javascript commands.

8) The system recited in claim 6 wherein said advertisement is a gif-image or a Java applet.

9) The system recited in claim 6 wherein said file contains Javascript.

10) In a system where user's access web pages using a browser,
a web page that includes a macro tag with a reference to a file on a first server,
whereby said browser links to said file when said web page is processed by said browser,
said file including a link to an advertisement server having an advertisement in a file,,
whereby said advertisement is displayed by said browser when said file is processed by said browser.

11) The system recited in claim 10 wherein said file contains Javascript.

12) The system recited in claim 10 wherein said macro tag contains a series of HTML statements.

13) The system recited in claim 11 wherein said macro tag contains a series of HTML statements.

1
2
3
4
5
6
7
8
9

14) The system recited in claim 11 wherein said macro tag includes a line to said advertisement server which is executed if said browser can not execute Javascript.

15) The system recited in claim 10 wherein said system determines the characteristics of said browser and executes instructions compatible with said browser's characteristics to display said advertisement.

03/24/00 09:43:00

1 Abstract:

2 An improved method and system for providing HTML links to advertisements that facilitates
3 updating the linking mechanism. With the present invention, a web page which is designed
4 to display an advertisement includes a first relatively simple macro tag which provides a link
5 to a first server. When a user's web browser retrieves the first web page, the browser will
6 execute the first link and retrieve a file from the first server. The retrieved file will include
7 the HTML instructions or Javascript required to display the desired advertisement. The
8 user's browser will execute the instructions or script in the retrieved file and appropriately
9 display the advertisement (e.g. a gif-image or Java applet). With this invention it is
10 relatively simple to update the instructions required to display a particular advertisement.
11 Instead of changing the macro tags in each of the web pages which include links to the
12 advertisement, the instructions on how to display the advertisement can be updated by
13 merely updating a single file located on a single server controlled independently of the
14 individual web sites.

Figure 1A Prior Art:

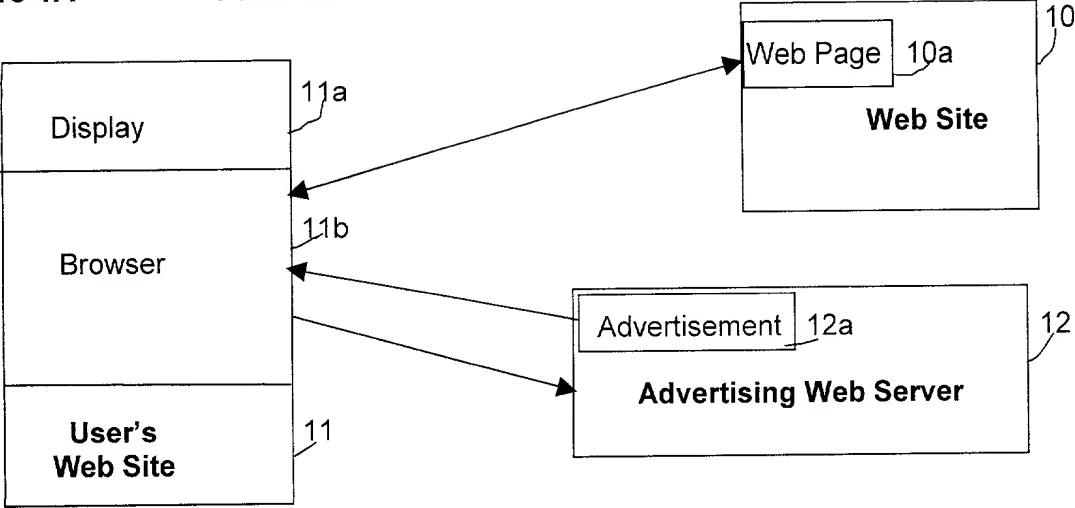


Figure 1B Prior Art

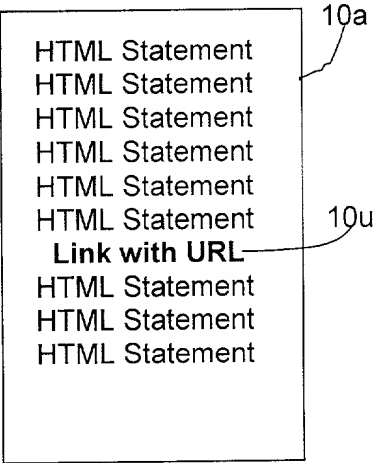


Figure 2:

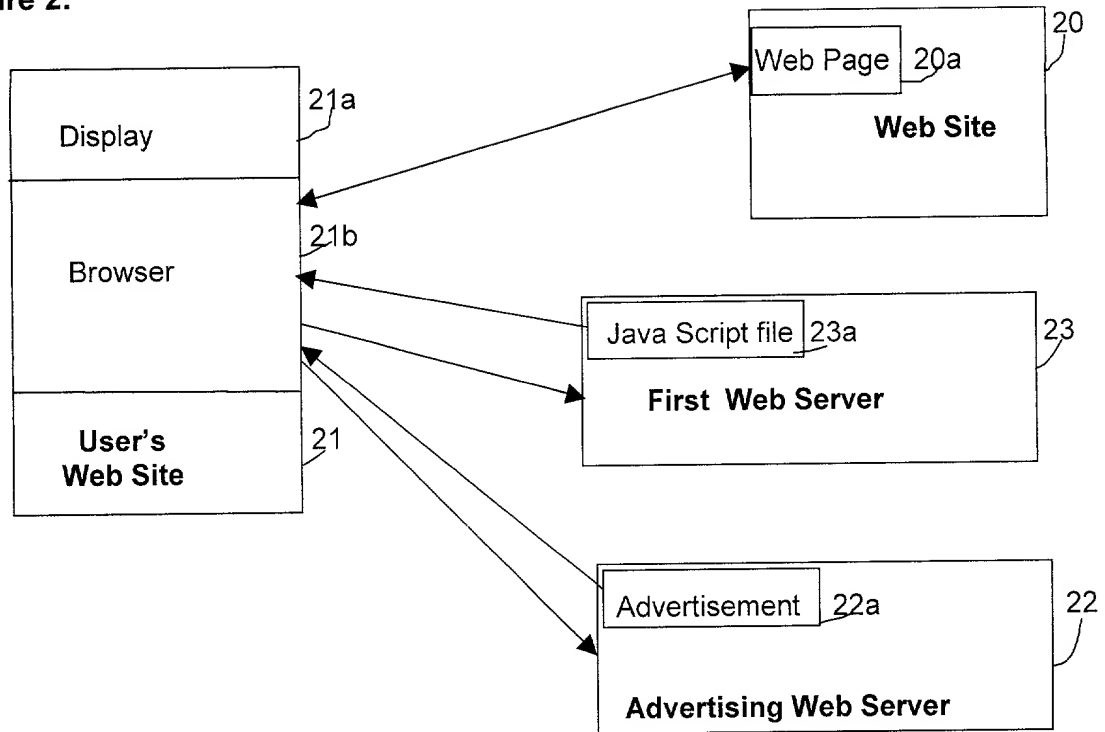


Figure 3

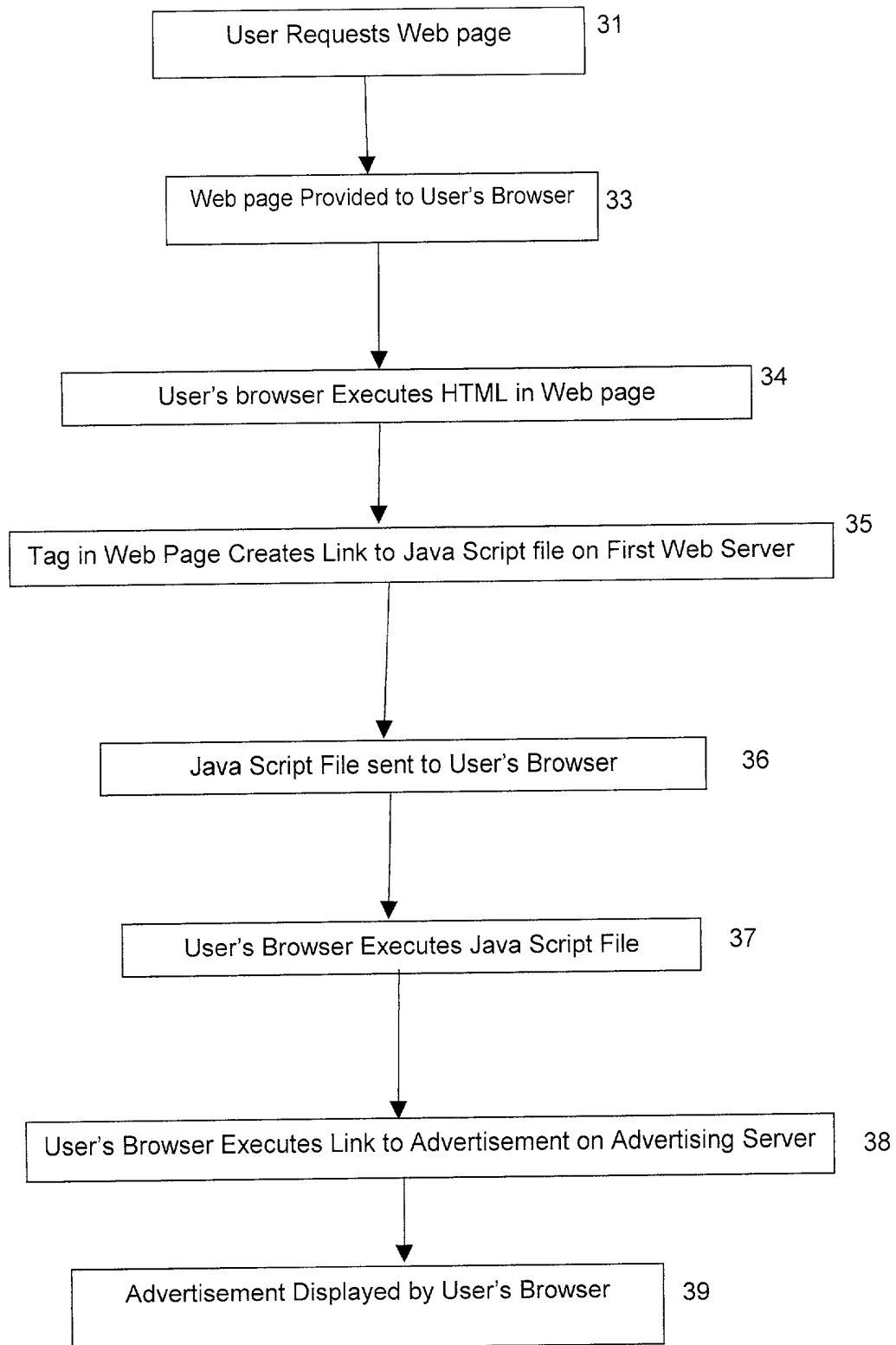


Figure 4A

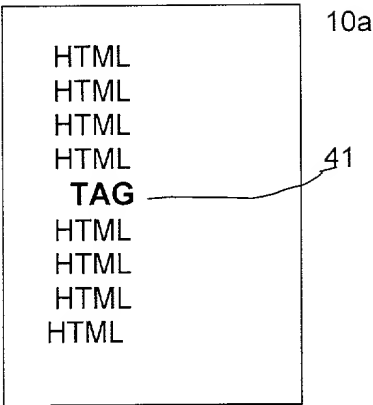


Figure 4B

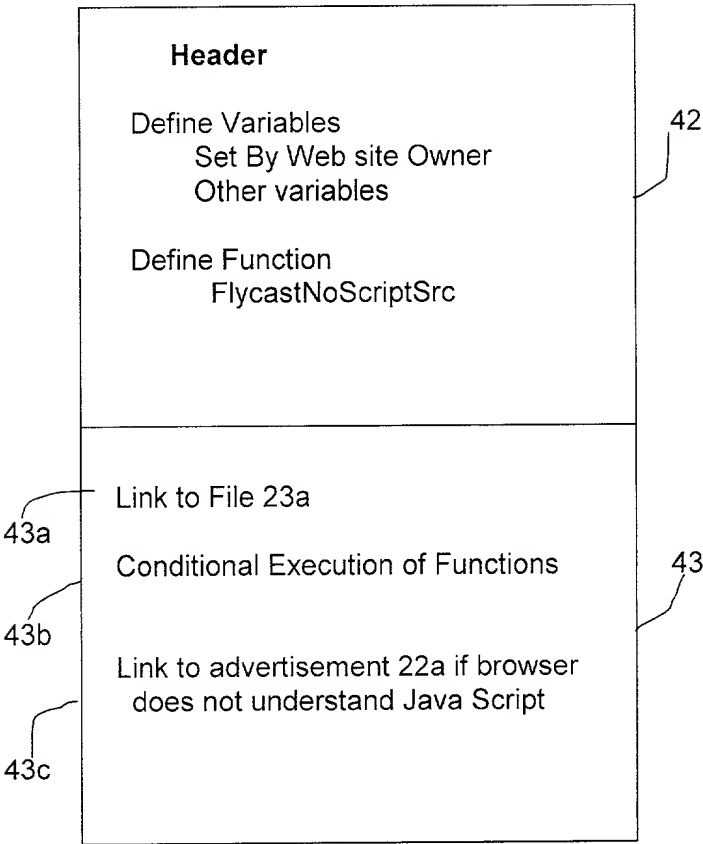


Figure 5

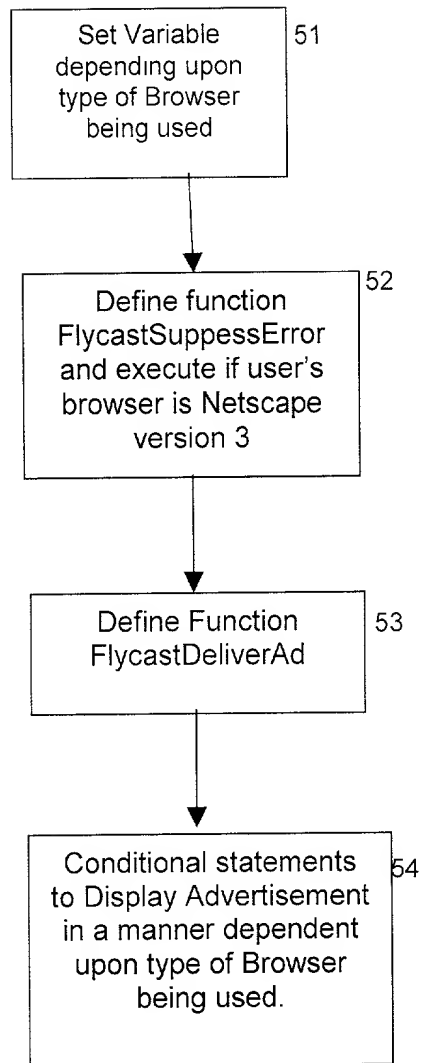
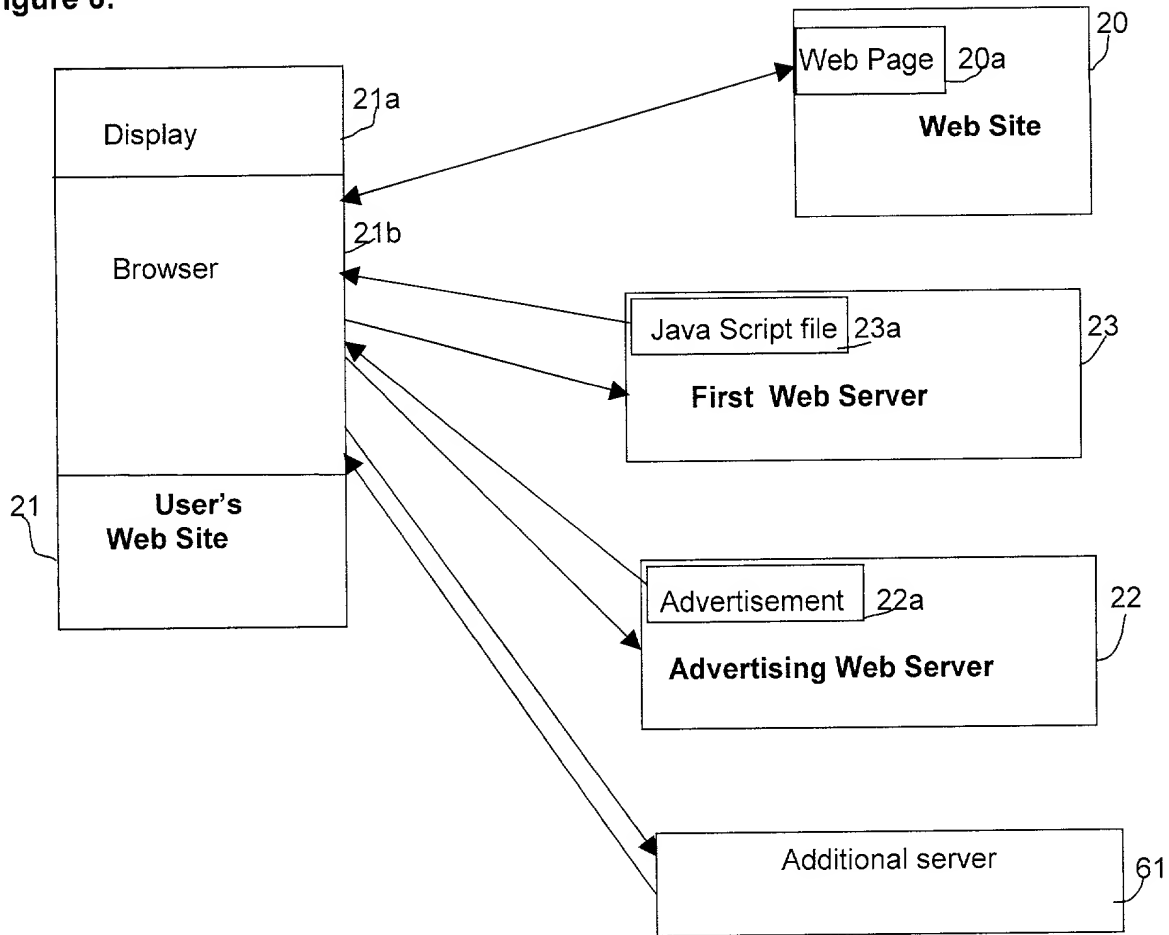


Figure 6:



DECLARATION BY INVENTOR

The below named inventor, hereby declares that:

My residence, post office address and citizenship are as stated below next to my name,

I believe that I am an original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention,

Entitled: EASILY MODIFIABLE TAG FOR INTERNET ADVERTISING

Docket Number: EWG-087,
the specification of which is attached hereto

I hereby state that I have reviewed and understand the contents of the above identified specifications, including the claims.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations 1.56(a).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made, with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

CLAIM OF PRIORITY BASED ON FOREIGN APPLICATIONS NONE

CLAIM OF PRIORITY BASED ON PREVIOUSLY FILED U.S. APPLICATIONS NONE

Jonathan Dorfman
Inventor name

USA
Citizenship

Jonathan Dorfman
Signature

8-6-99
Date

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Post Office Address and Residence

POWER OF ATTORNEY

Commissioner of Patents and Trademarks
Washington, D. C. 20231

Sir:

FLYCAST COMMUNICATIONS CORP. is the assignee of the invention:

Entitled: **EASILY MODIFIABLE MACRO TAG FOR INTERNET ADVERTISING**

Inventor: **Jonathan Dorfman**

Docket: **EWG-087**,

the specification of which is being filed herewith.

FLYCAST COMMUNICATIONS CORP., as assignee, hereby appoints the following attorney to prosecute this application and to transact all business connected therewith in the U. S. Patent and Trademark Office.


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